

WWW, Web Design

Web design & work flow

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About this course

How the internet works

How to build/design a website

How to make decisions about what to put on your website

How to use some basic tools:

- Dreamweaver
- Photoshop
- Paper/pen...
- * We will create a website using material from your own, or public domain from internet.
- * A website **of yourself or a small business site.**

What is the Internet

“It’s a worldwide collection of computer networks – a network of networks – sharing digital information via a common set of networking and software protocols.”

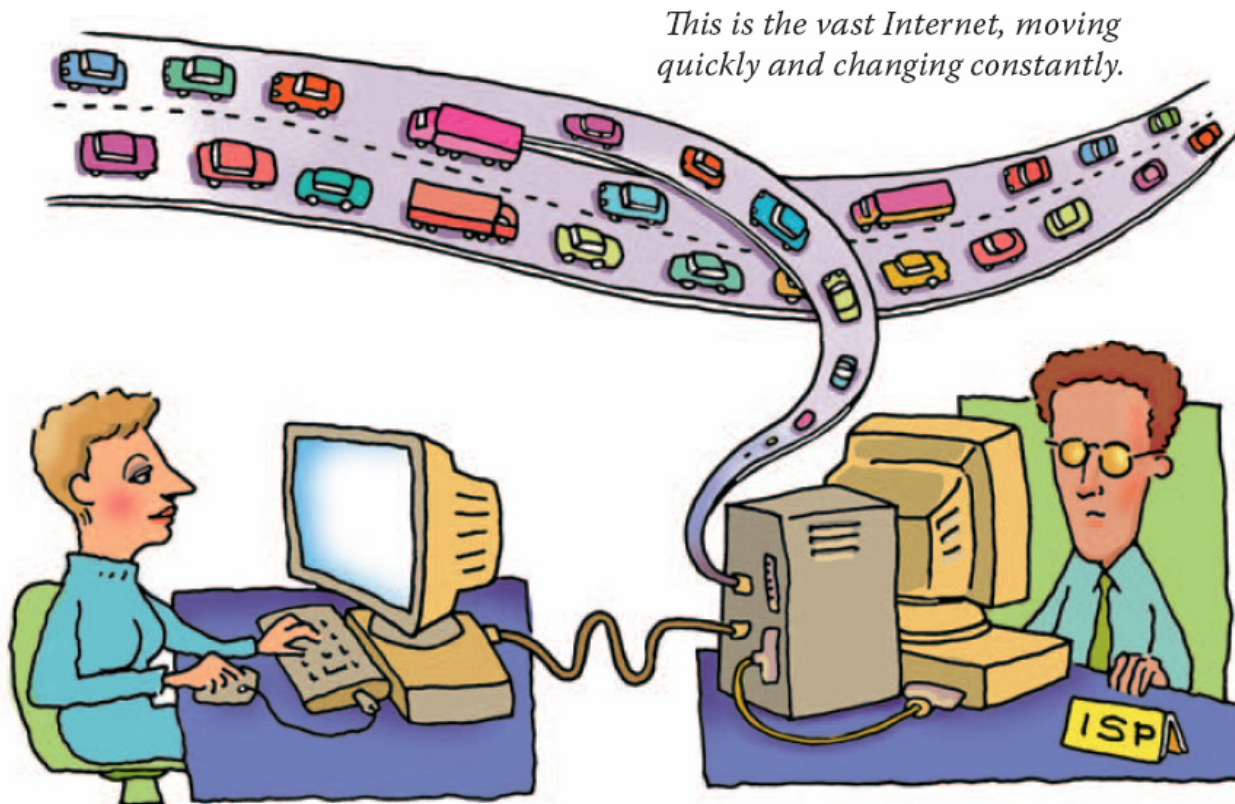
HTML & XHTML – The Definitive Guide

The Internet

History of the Internet

- Began in the late 1960s, funded by the US Dept. of Defense.
- Opened to businesses and individuals in early 1990s.
- Took off around 1993, with the development of **World Wide Web**.

The Internet



You need an Internet Service Provider to connect your computer to the Internet.

This is an Internet Service Provider (ISP) or an online service (page 19), giving you access to the Internet.

Internet, Intranet, and Extranet

- * **Internet**

- Worldwide public.

- * **Intranet**

- Private networks.
- Restrict access to members only.
- Unconnected to outside institutional boundaries.

- * **Extranet**

- Semi-private networks.
- Restrict access to members only.
- Provide services to members via the Internet.

The World Wide Web

WWW organizes the Internet's vast resources to give users easy access to information.

It connects documents to one another -- as well as to audio, video, and image files -- with **hyperlinks**.

The Internet is not the WWW. The WWW is simply one aspect of the Internet.

World Wide Web

- 1989 Tim Berners-Lee developed concept
- HyperText Markup Language (**HTML**) was born with the World Wide Web.
- 1990 (or so) Lynx
- 1993 Marc Andreessen developed Mosaic: First **GUI browser**
- 1994 Netscape
- 1995 Web went commercial
- 2000 E-Commerce stocks crashed

IP, DNS

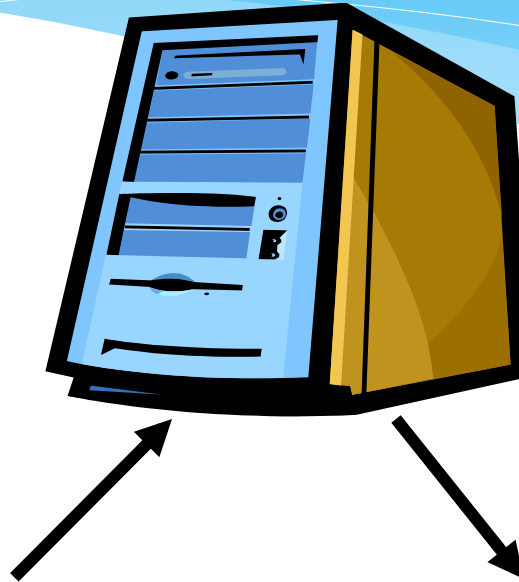
- * **IP address**

- Internet Protocol Address, the identification of every computer connected to the Internet.
- Format: [0~255].[0~255].[0~255].[0~255]

- * **DNS**

- * Domain: a subset of Internet, e.g. Microsoft.com, IBM.com.
- * Domain Name: refers to the machine in a specific domain. e.g. www.microsoft.com, www.depaul.edu.
- * Domain Name Server: special computers that keep tables of machine names and IP addresses.

Domain Name Server



www.yahoo.com
(Domain Name)

64.58.76.223
(IP Address)

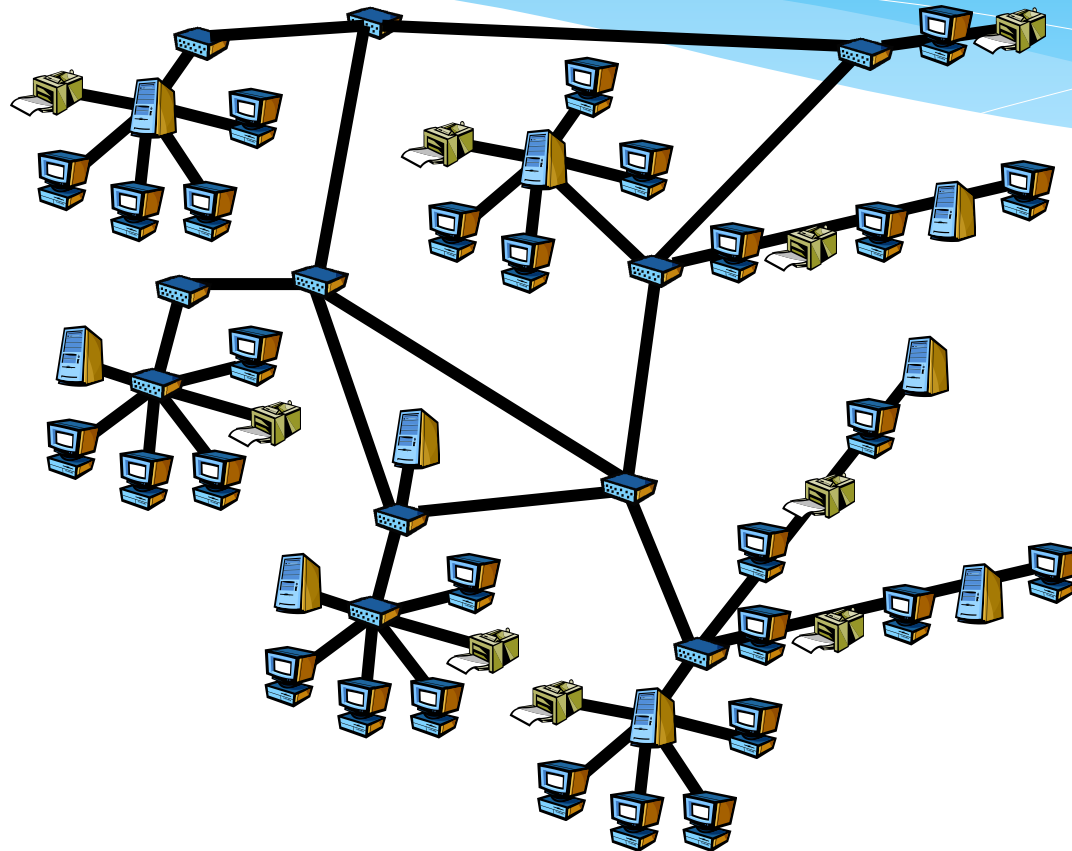
IP Address – A Way to Find Yours

<http://www.whatismyip.com/>

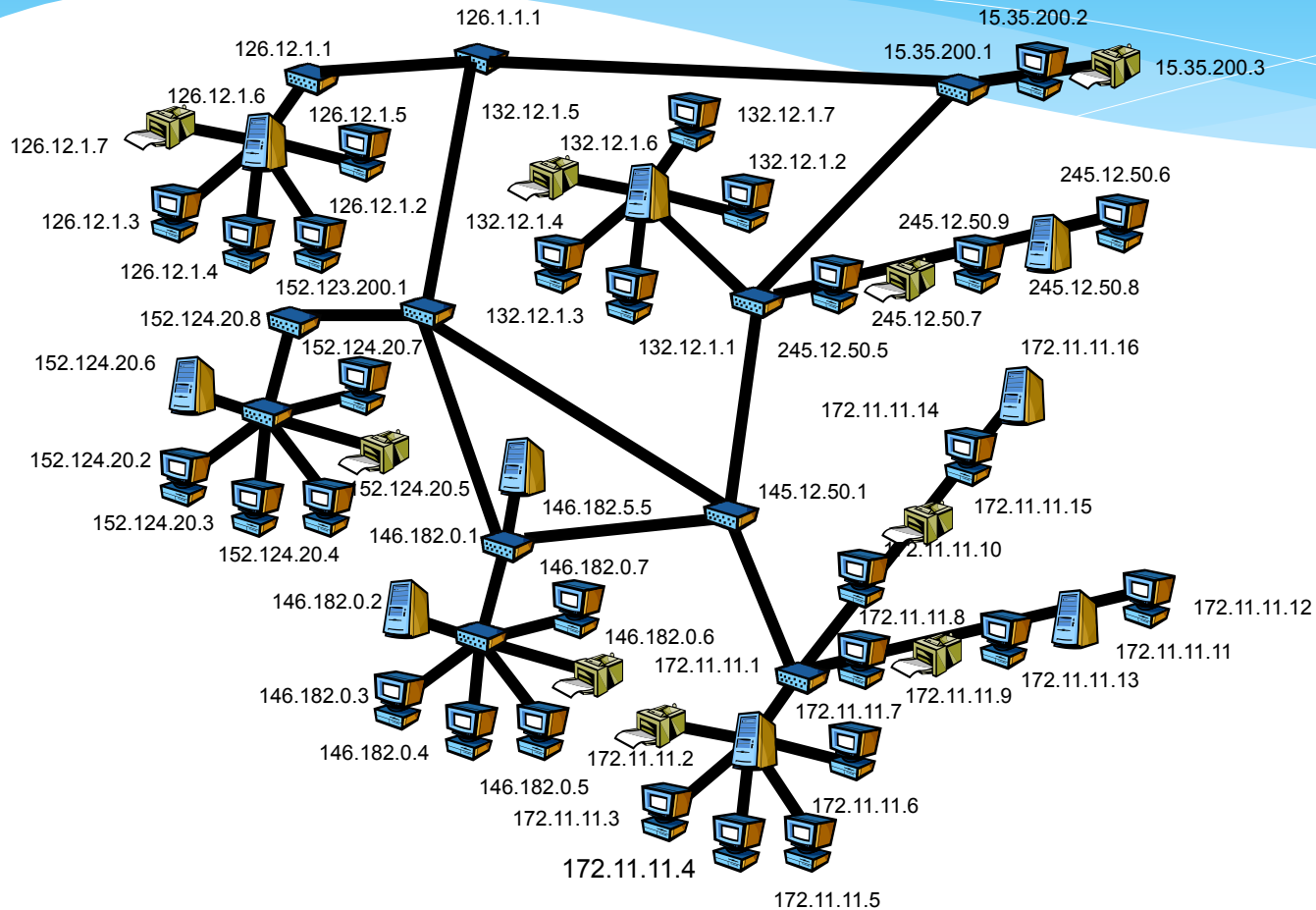
Domains

- * **com** Usually a company or other **commercial** institution or organization, such as www.ibm.com
- * **edu** An **educational** institution, such as www.depaul.edu
- * **gov** A **government** site, such as www.irs.gov
- * **mil** A **military** site, such as www.af.mil (Air Force)
- * **net** Gateways and other administrative hosts for a network
- * **org** A **private organization**, such as www.greenpeace.org
- * Each country also has its own top-level domain
 - * **au** Australia; **ca** Canada; **fr** France; **uk** The United Kingdom. These also have sub-domains of things like **ac.uk** for academic sites and **co.uk** for commercial ones

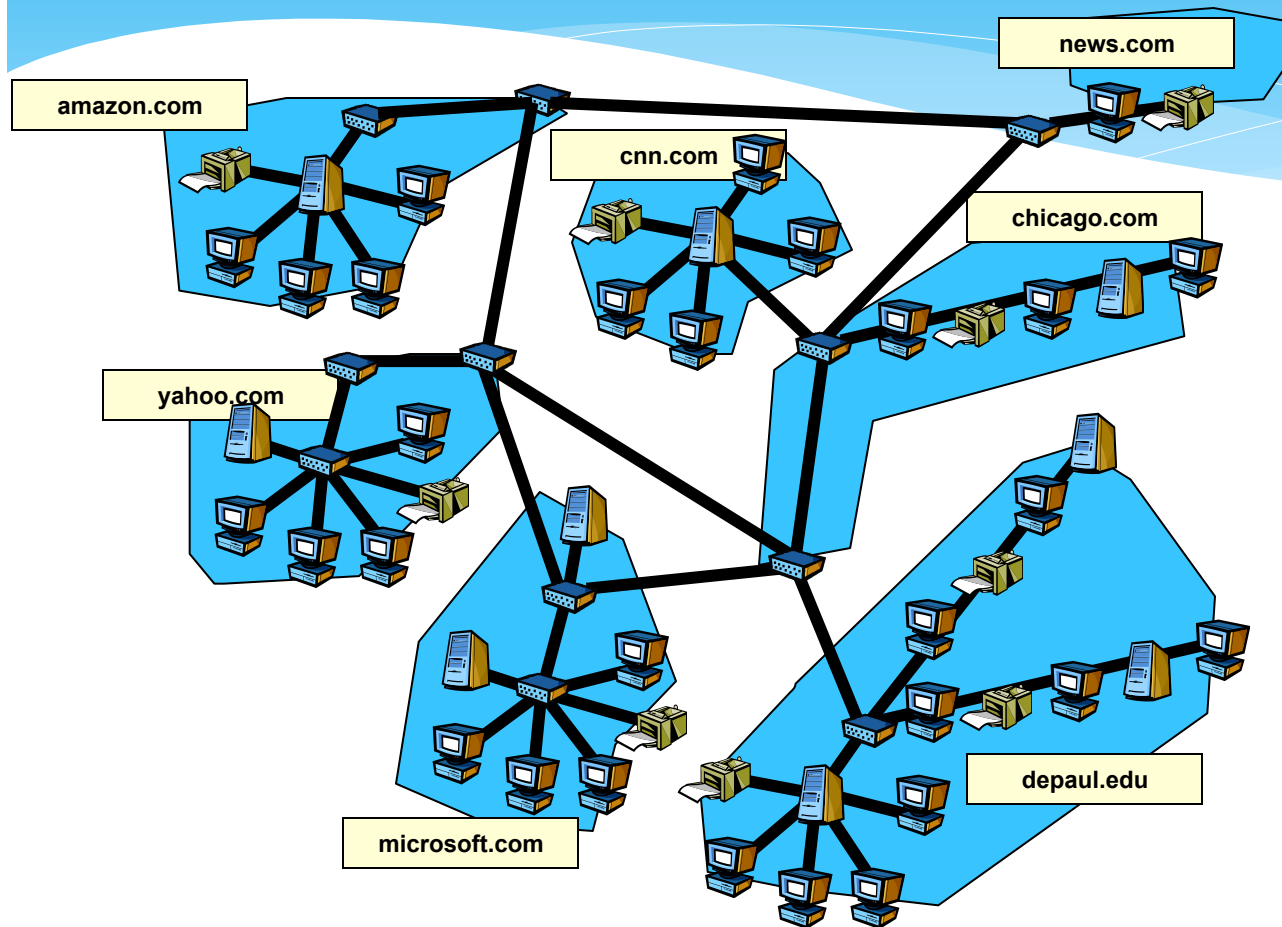
A picture of the Internet



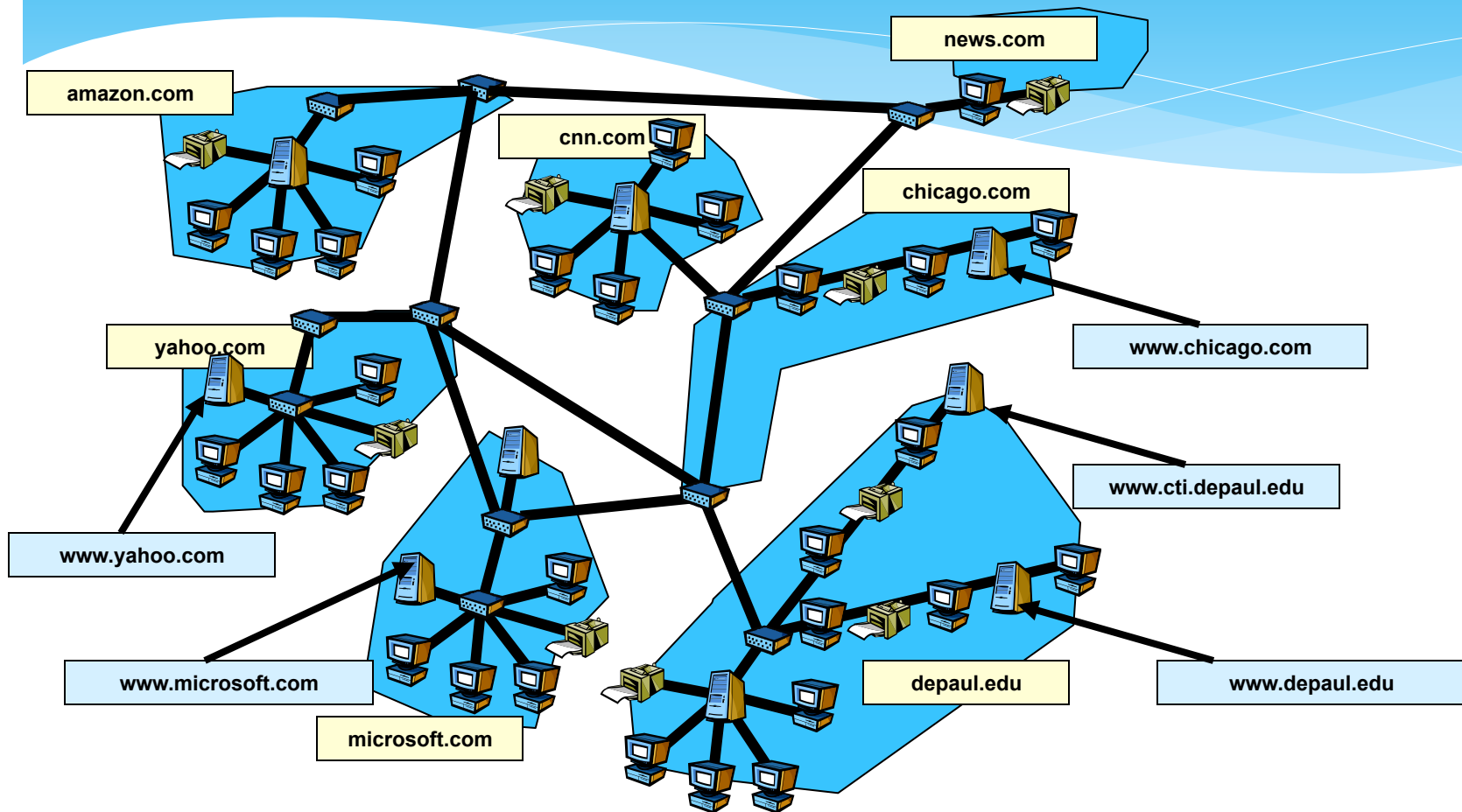
A picture of the IP address



A picture of the Domains



A picture of the Domain Names



Server/Client/Browser

- * Server

The computers that serve up documents – “information providers”.

- * Client

The computers that retrieve and display documents for us – “information consumers”.

- * Browser

Computer applications that run on the client-side to access and display HTML documents – “information viewers”.

Server is Hardware and Software

- It is a computer – and can be most any computer with a permanent connection to the Internet
- The computer must run Internet Server software
 - Microsoft IIS
 - Apache

URL

- URL – Uniform Resource Locator
 - Protocol: a set of rules describing how to transmit data. E.g. “http”, “ftp”, “https”
 - Domain name or server IP address:
E.g. “www.yahoo.com” or “64.58.76.223”
 - Directories:
E.g. “/HCI201/Assignments/assignment1/”
 - File name: “FileName.FileExtension”
E.g. “MyFirstPage.html”

URL: Universal Resource Locator

Four parts to each one (some parts optional)

Protocol

Domain name or server IP address

Director(ies)

File name

http://www.winnystudio.com/kmcweb/index.htm

Protocol *Domain Name* *Directory* *File Name*

How does information flow?

Type URL in Browser <enter>


Get IP Address from Domain Name Server

Get Document from Web Server

Show Document in Browser

Leaving out some subtle steps

How does information flow?

- 
1. (You) Enter the URL in a browser
 2. (Browser) Get IP address from Domain Name Server
 3. (Browser) Send request to that web server
 4. (Server) Verify if the request is allowed
 5. (Sever) Send the document to your browser
 6. (Sever) Log information
 7. (Browser) Render the received document and display it
 8. (You) Read the document and continue browsing...

What r Web Pages

TEXT with content tell a browser what to do.

And we just name it `*.htm*` `*.html*`

Let the web authoring software write the code.

(Dreamweaver)

But, you should learn to view source code, know how to alter it, fix/debug it.

HTML

HTML stands for **Hypertext Markup Language**

The "markup" is extra information placed with text to describe how the text is to be interpreted by the browser.

An HTML file is a text file. It can be created using any text editor, such as Notepad.

Tags specify:

- The logical structure of elements on a Web page, such as the *heading, a paragraph, a table, a list*, etc.
- Visual appearance of elements on a Web page, such as bold, italics, font size, background color, etc.
- Links to images and other media, other Web pages, or other parts of a Web page *<a>*

Tags

Pairs

Pairs `<p>` `</p>`.

they are placed in small angle brackets `<p>`.

Note the slash “/” before the word means “close”

HTML Skeleton

<html>

<head>

<title>Title of this web page**</title>**

</head>

<body>

Stuff you want to present on this page

</body>

</html>

HTML

What's in **<head>**

- The title of your document
- Parameters the browser may use when displaying your document

What's in **<body>**

The actual content of your document

- Tags (advise the browser how to present the content)
- Content (things shown on your web page)

The Flesh on an HTML document

- Tags + Contents + Comments

- Comments

`<!-- some explanation of your code -->`

- Contents `<body>`

- Text

- Multimedia

Tools for the Web Designer

An editor

Text editor

Dreamweaver/Pagebreeze, etc

A browser

Not really necessary, but you want to test your work

A connection to the Internet and access to a web server.

Naming in HTML

Files should begin with a letter

Files should not contain spaces

HTML is case sensitive

- Be consistent

- Lowercase is preferred

Think about the website you are Designing.

Design means...

Purpose/Goals

Audience

Yourself

Who?

Purpose

Before deciding which technologies, design, or content will be used in a Web site, you should clearly define **the purpose** and **target audience**.

The purpose and audience will **drive all other decisions** you will make as you develop a site.



Effectiveness

Efficiency

Satisfaction with which specified users achieve specified goals in a particular environment.

Define site purpose

Why is a site needed in the first place?

-- define the purpose

Who is the site for?

--define target audience

A web site should address specific needs or desires of a specific audience

Purpose may be ...

Provide entertainment

Provide news or information

Sell products or services

Promote products or services

Provide customer support

Recruit employees, volunteers, or members

Provide business services

Communicate with customers

Audience

Who will view your site?

Employees

Existing customers

Potential customers

People with a common interest

People in a certain profession

General consumers

Students

Characteristics

Demographic Characteristics

Gender/Age

Geographic location/Language

Occupation/Education

Online Characteristics

How do they access the Internet?

Which browsers might they use?

Other Characteristics

Subject Experience/Skill

Interests/Needs and Desires

Motivation/Attitude

How do you measure success?

Products sold

Sales leads generated

Customer service calls reduced

Requests for printed materials decreased

Cost savings realized

Time saved

Number of visitors per day

Important questions

How will they find out about the site?

Why will they come to the site?

What information do they want to find?

What **expectations** and **goals** do they have?

What do you want the **outcome** of their visit to be?

How often will they access the site?

When will they access the site?

How do we find the answers?

Surveys

Focus groups

Interviews

Observation

Market research

Assumptions

Design!

Before you start coding

it is important to determine what the site will **look like** and
how it will **be organized!**

Content

Images

Logos

Products

Decorative

Navigational

Information

Articles

News

Calendar of events

Contact names and numbers

Reference material

Practical Questions

What content already exists and what must be created?

How often does the content change, or should it change?

What resources are required to create and maintain the site?

Then, make decision:

Functionality

Static pages

Forms

Commerce

Multimedia

Chat

Search

Login

Database-driven

Flowcharting

Try arranging your content in different ways to find the best fit, should information be

Presented alphabetically?

Grouped into categories?

Presented along a timeline?

Sorted from simple to complex?

Organized into a hierarchy?

With these things in mind, you can construct a flowchart showing the structure of the Web site as a whole

A good flowchart of your site design shows

-- How pages will be organized

-- & the paths between pages

Design

Most people visit Websites to find information or to accomplish some task

The content of the site should be organized in a way that is meaningful and useful to the intended audience

Users need a **logical structure** so they know where they are and how they get there

It is important to anticipate what the user will want to do, how he or she will use each section of the site, and in what order

Page Design

Page design includes

The **look**

Layout of content

Navigational elements

Visual design should reflect

The **purpose** of the site

The **identity** of the Web site sponsor

And contribute to the site's **usability**

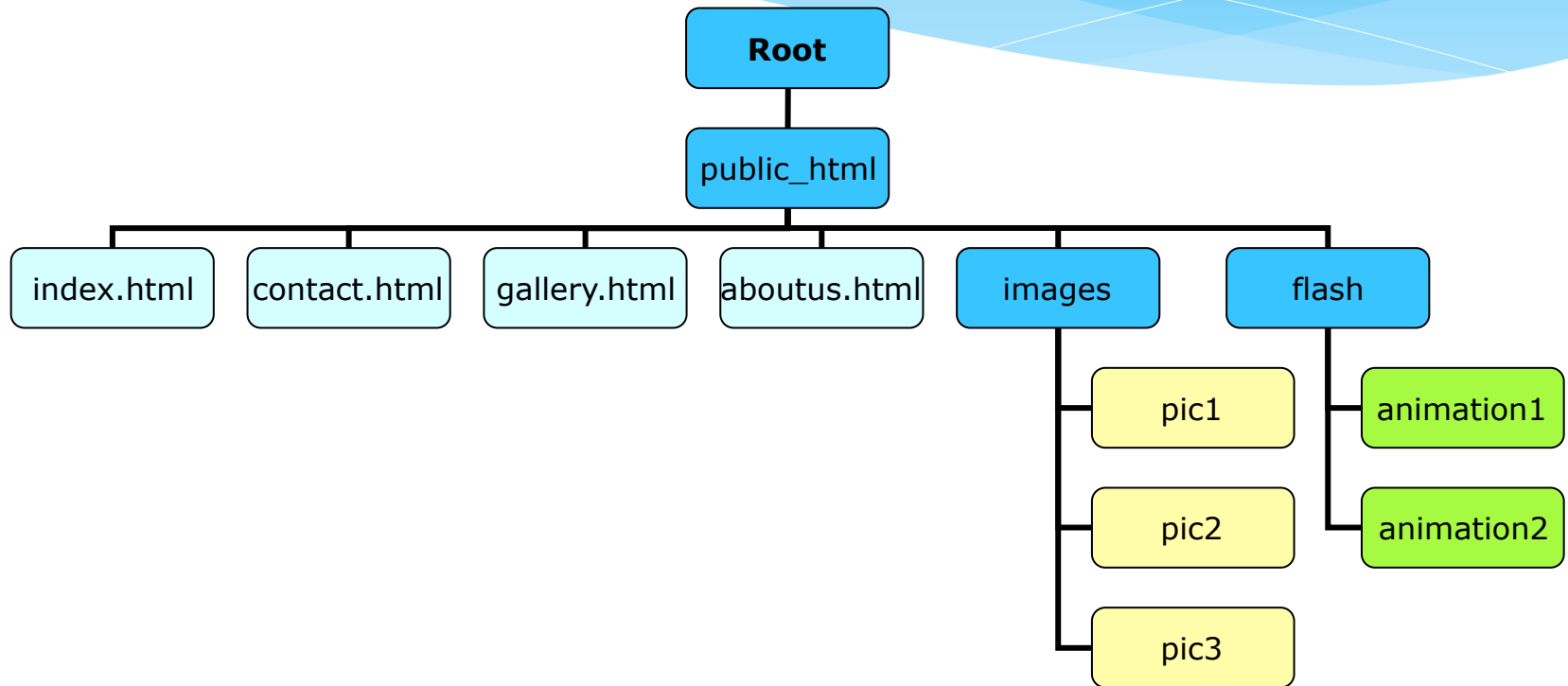
Page Design

Style: What's the overall impression you're trying to create?

Layout: Will the page composition be conventional or unconventional? How will the different elements be arranged into visual groupings? How will the navigation options be presented?

Words: Which tone of voice is best for the site's purpose and audience?

Where do we put it?



Hierarchies

Most important elements should be at the top/left of the page

Consider monitor size/resolution

Left to right

Web Aesthetics

Speed

Do more with less

Use images sparingly

Select the most suitable image format (jpeg/gif/png)

The more high-bandwidth media you use, the more you will limit your audience

Clarity

Avoid confusion

Clear navigation

Match pictures and words together

Content is king

Navigation

Most people ask four basic questions when they are getting around (anything)..

Where am I?

Where can I go?

How will I get there?

How can I get back to where I once was?

Navigation

Navigation that really works should...

Be easily learned

Remain consistent

Provide feedback

Appear in context

Offer alternatives

Communicate the site hierarchy

Provide clear visual messages

Be appropriate to the site's purpose

Support users' goals and behaviors

Working with Color in HTML

* Good combinations for web page

Blue on White

Yellow on Black

White on Gray

Red on Pink

* Bad combinations for web page

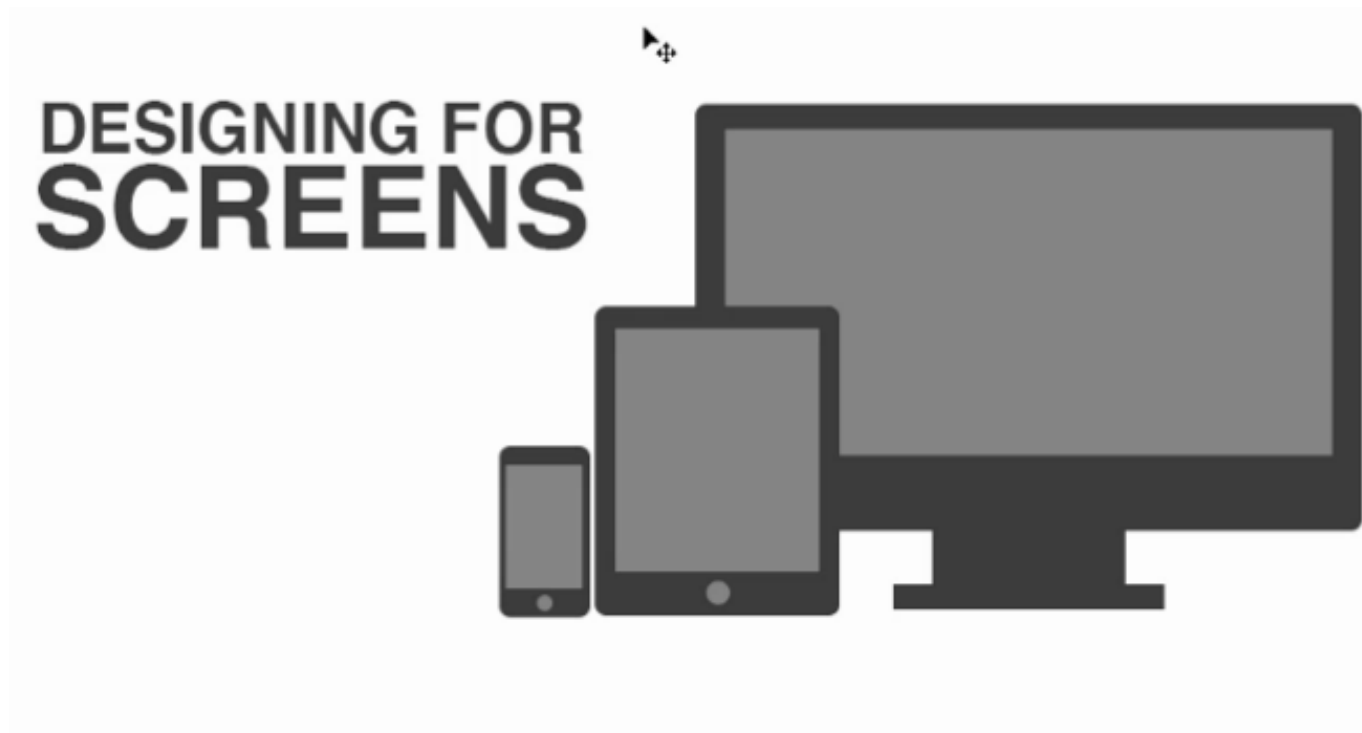
Yellow on White

Blue on Purple

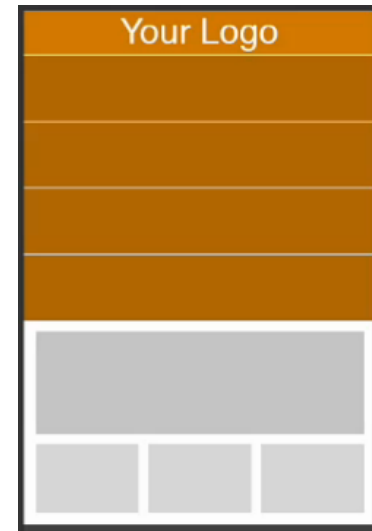
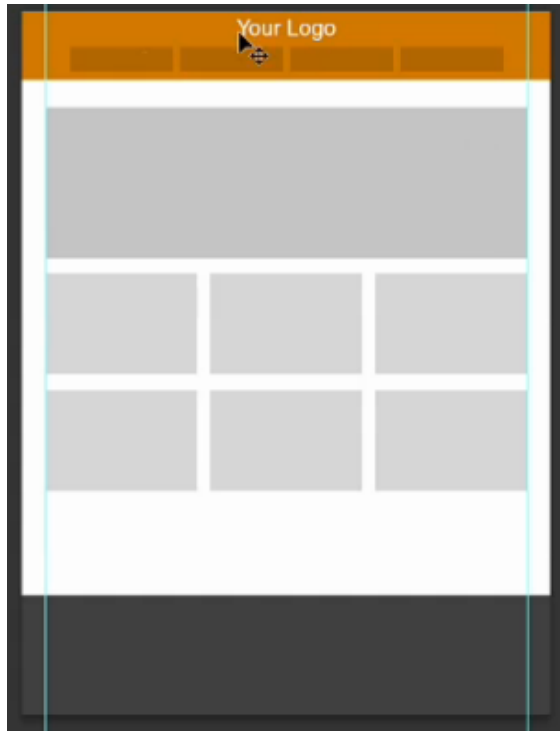
Red on Green

Green on Orange

Responsive design



Responsive design



Responsive design

Device-specific CSS

```
/* #Desktop (960) =====*/  
.container { position: relative; width: 940px; margin: 0 auto; padding: 0; overflow: hidden; }  
  
/* #Tablet (Portrait) =====*/  
.container { width: 768px; }  
  
/* #Mobile (Portrait) =====*/  
.container { width: 300px; }  
  
/* #Mobile (Landscape) =====*/  
.container { width: 420px; }
```

Responsive design

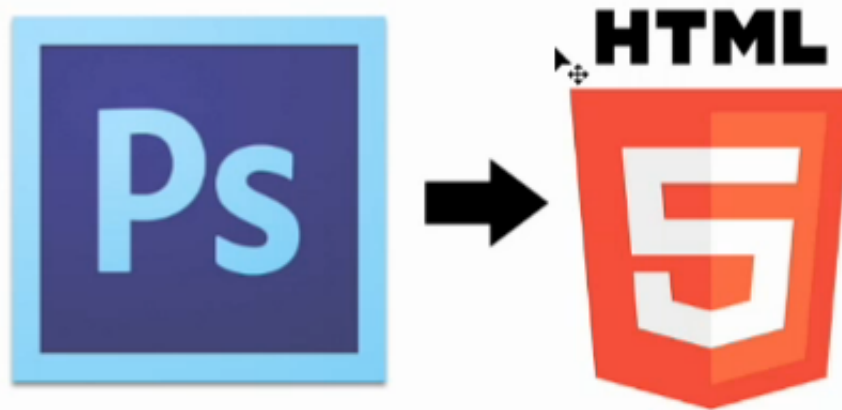


<http://beta.theexpressiveweb.com/>

Sketch out structure



Work flow





Work flow



Ps

SLICE IT UP



EXPORT / ORGANIZE

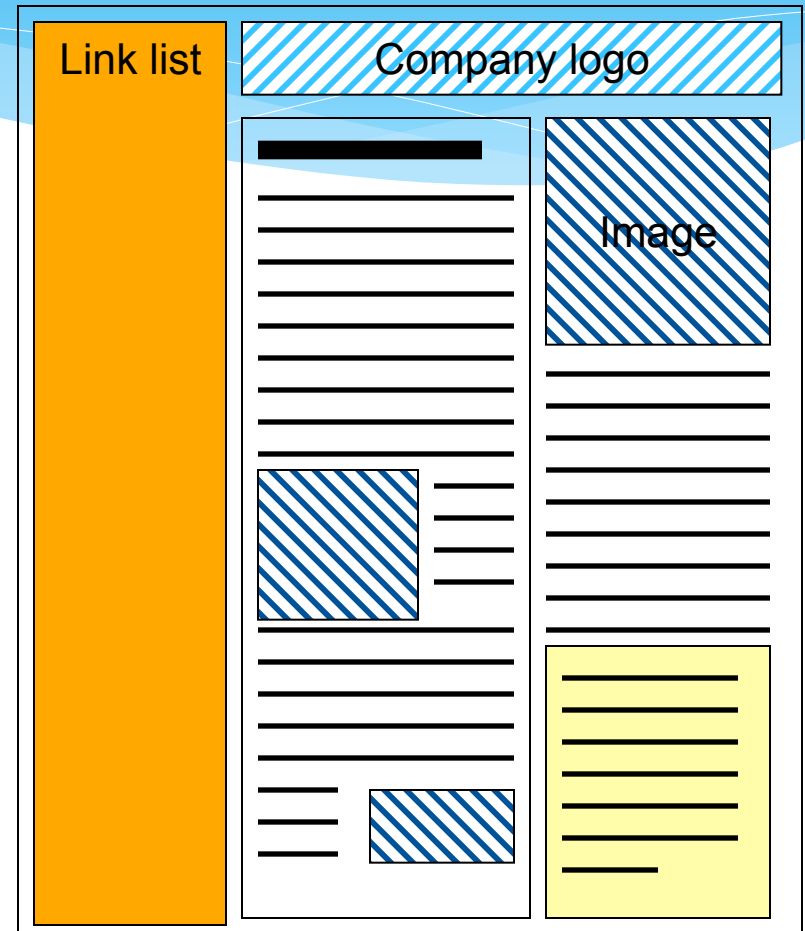
Work flow



Controlling page layout

Separate pages into different sections

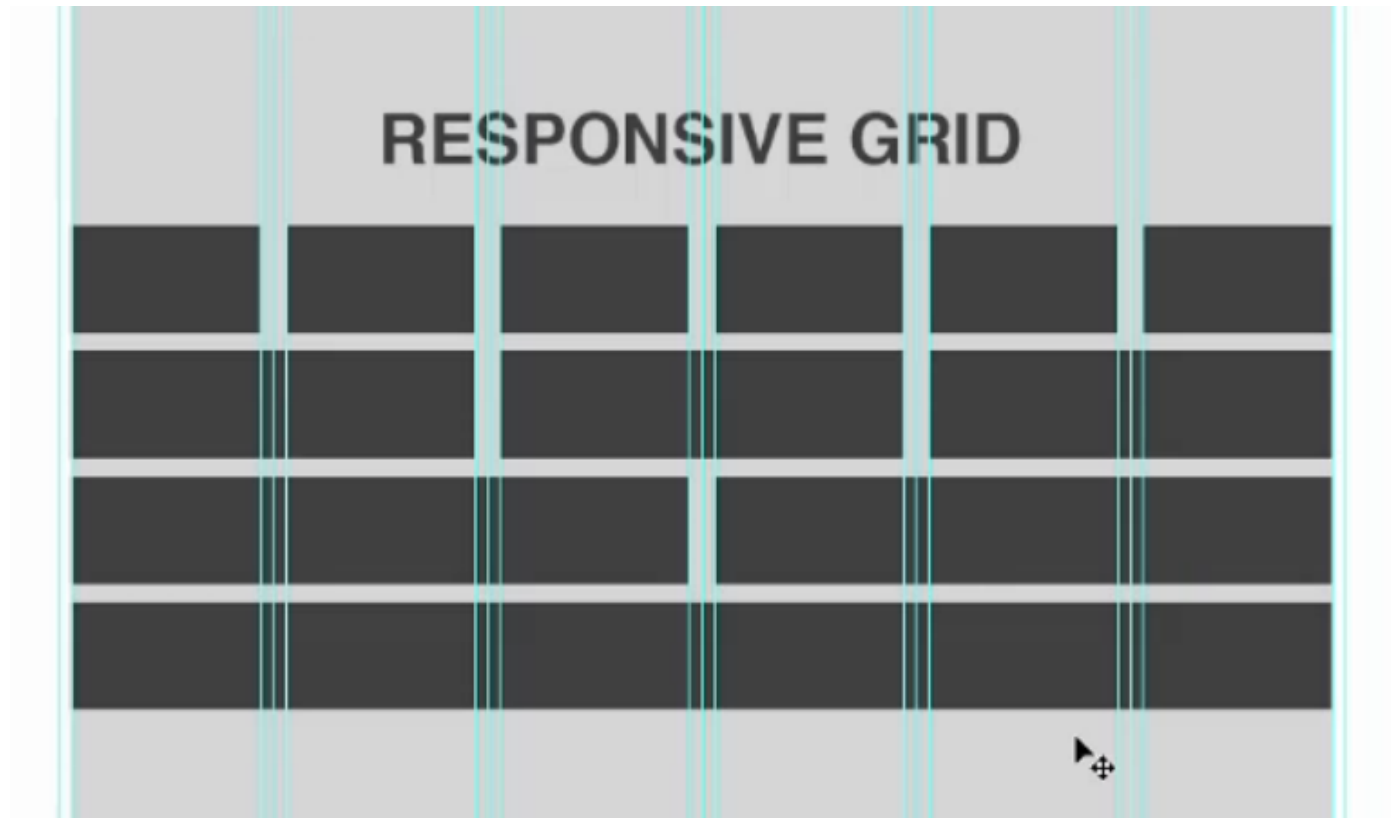
Use Nested hierarchy



Grid & Box

6 column design

<http://elliotjaystocks.com/>



Grid & Box

12 column design

<http://960.gs/>



Grid & Box



Responsive Grid System

Spectacularly Easy Responsive Design

The Responsive Grid System isn't a framework. It's not a boilerplate either.
It's a quick, easy & flexible way to create a responsive web site.

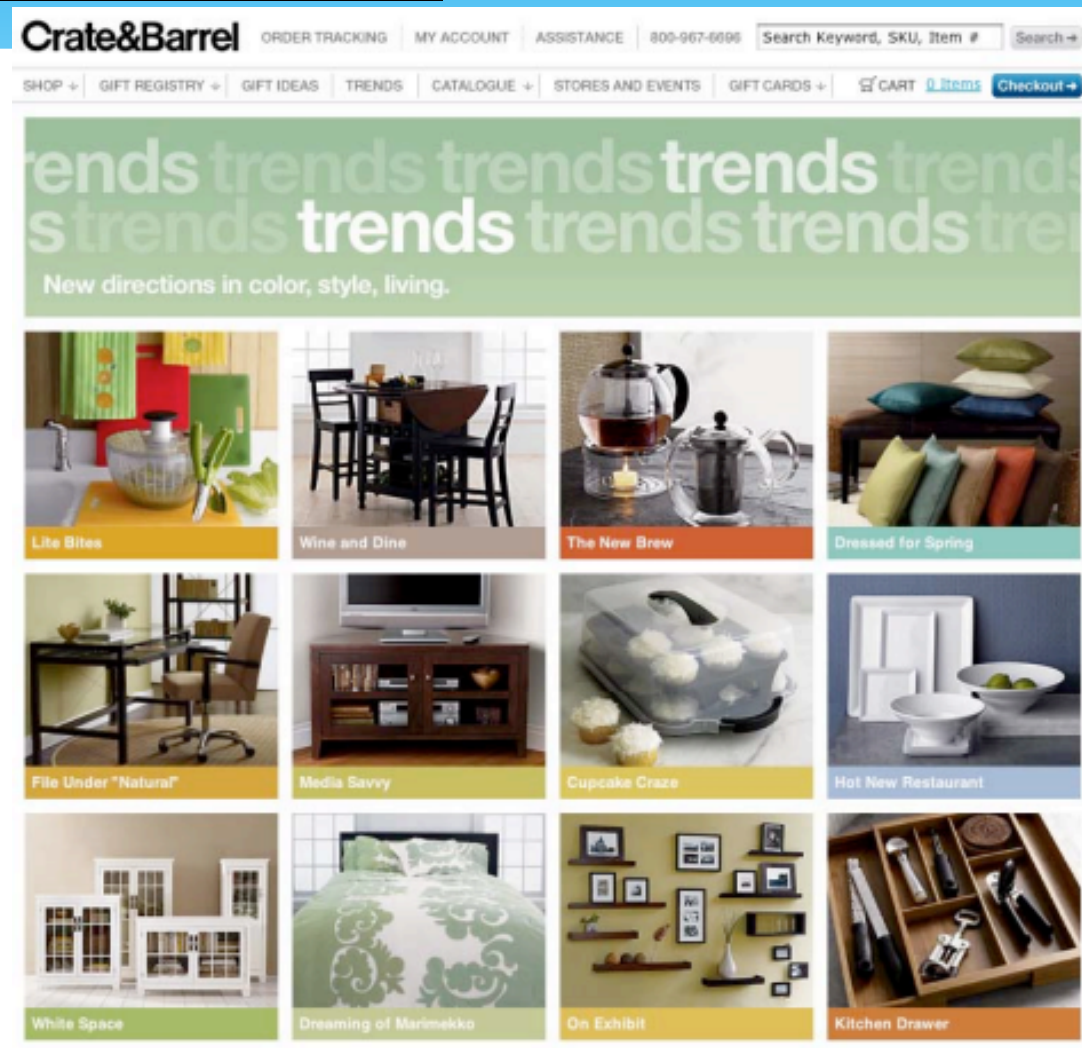
[http://responsivegridsystem.com](#)

 Tweet | 760

 Have Any Number  Scales to Any Width  It's Smart  Put the Content First

<http://www.responsivegridsystem.com/>

Grid & Box



Web safe font and Web fonts.



<http://www.google.com/webfonts>

Web safe font and Web fonts.

Web Font Resources

Google Fonts:

www.google.com/fonts/

Typekit:

typekit.com/

AdobeEdge Webfonts:

<http://html.adobe.com/edge/webfonts/>

Font Shop's WebFonts:

<http://www.fontshop.com/fonts/webfonts/>

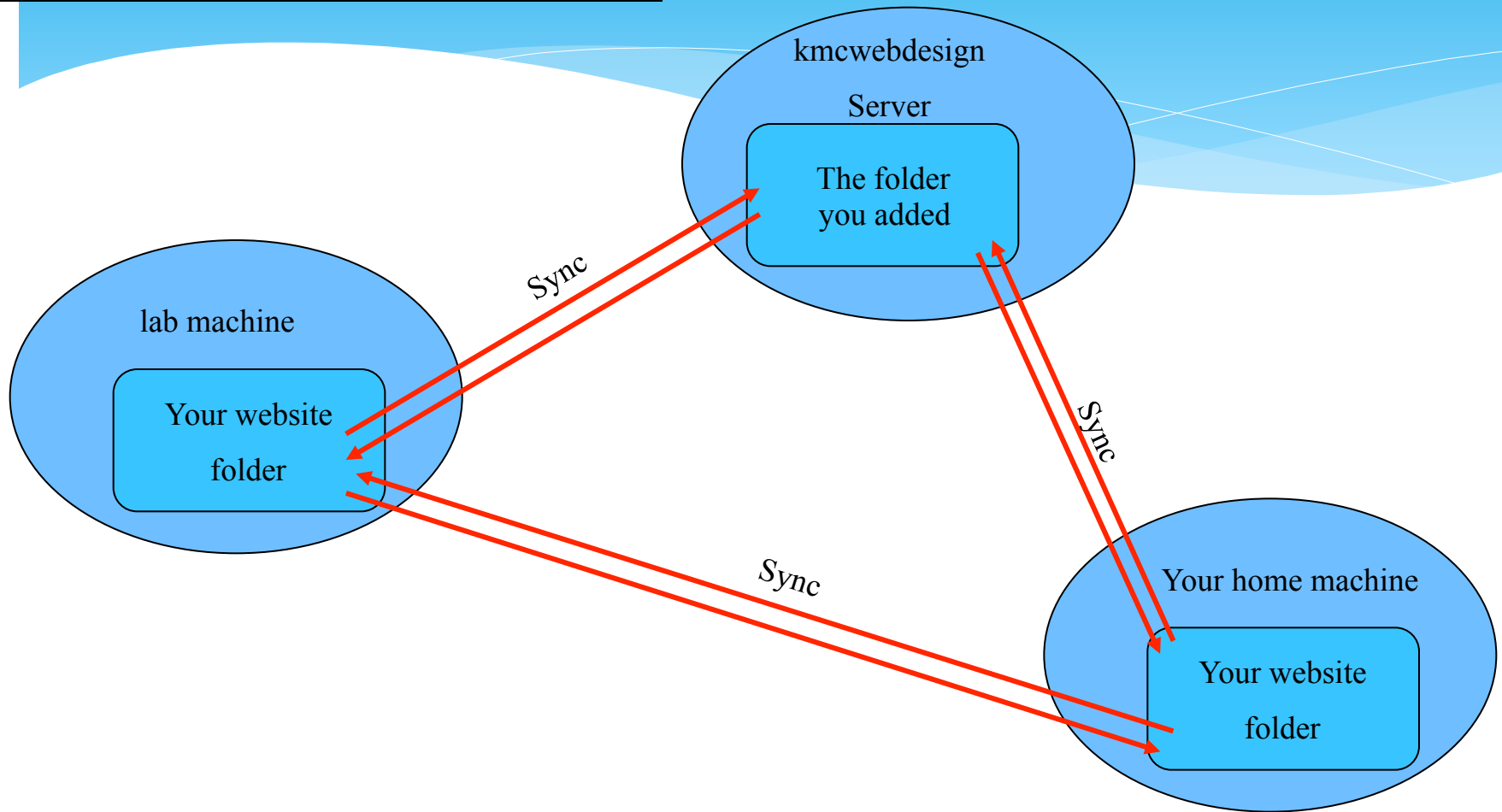
Fonts.com:

<http://www.fonts.com/web-fonts>

Font Squirrel:

<http://www.fontsquirrel.com/>

Your directory structure



Page Design— make decision

Shape as a design Element:

Square/round/wavy?

Choose a set of color palette

Keep those decision consistency

Visual design should reflect

The **purpose** of the site

The **identity** of the Web site sponsor

And contribute to the site's **usability**

The elements of design

LINE

SHAPE

DIRECTION

SIZE

The elements of design

- **TEXTURE**

Texture is the surface quality of a shape - rough, smooth, soft hard glossy etc. Texture can be physical (tactile) or visual.

- **COLOUR**

Also called Hue

- **VALUE**

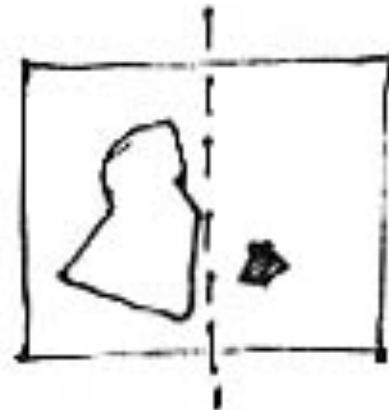
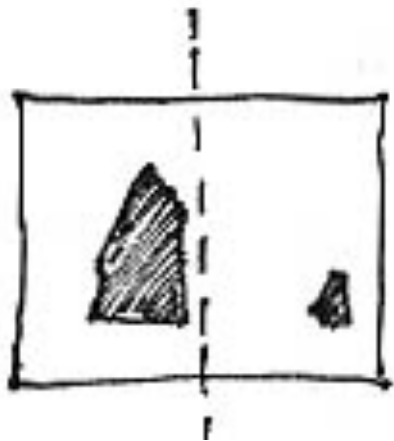
Value is the lightness or darkness of a colour. Value is also called Tone

BALANCE

Balance in design is similar to balance in physics.

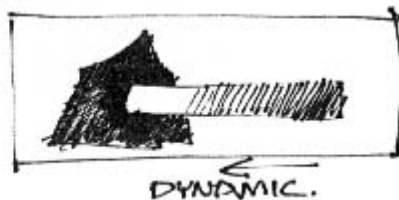
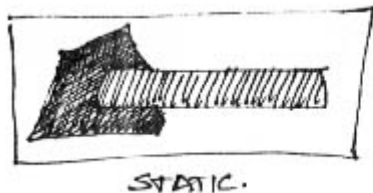
A large shape close to the center can be balanced by a small shape close to the edge.

A large light toned shape will be balanced by a small dark toned shape.



GRADATION

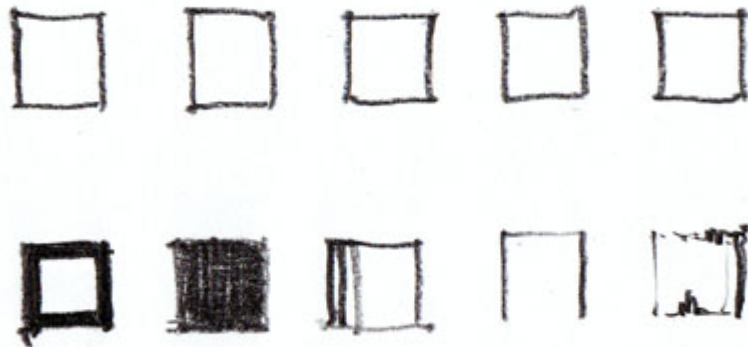
Gradation of size and direction produce linear perspective. Gradation of color from warm to cool and tone from dark to light produce aerial perspective. Gradation can add interest and movement to a shape. A gradation from dark to light will cause the eye to move along a shape.



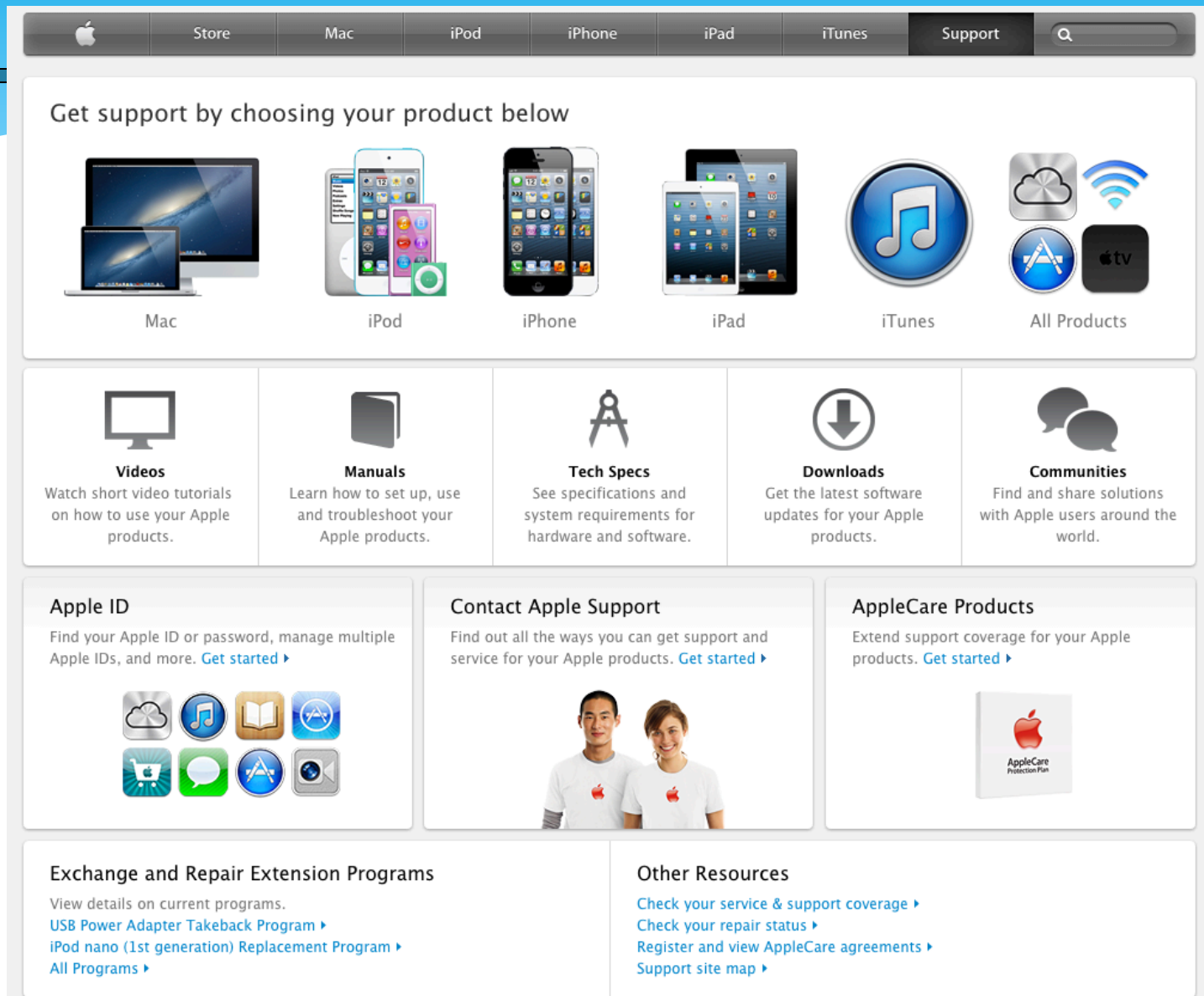
REPETITION

Repetition with variation is interesting, without variation repetition can become monotonous.

If you wish to create interest, any repeating element should include a degree of variation.



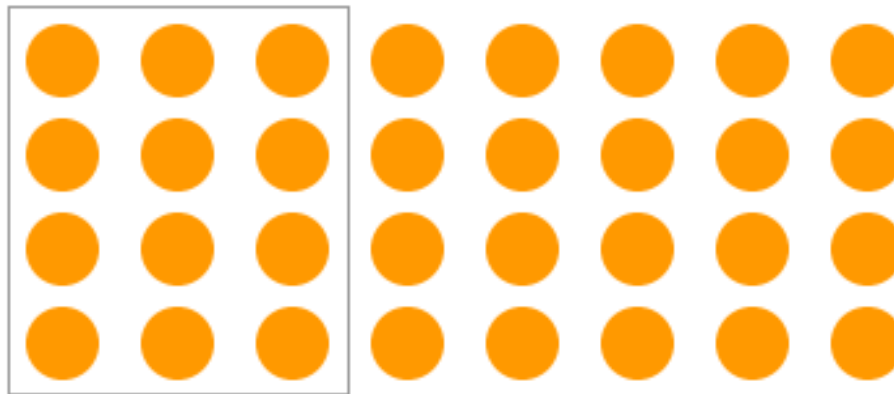
Similarity – use at web



Similarity - Through repetition of

- Color
- Size
- Orientation
- Texture
- Font
- Shape
- We can design element so they appear more related.

Here, even though the spacing and color is consistent within this collection of elements, those inside of the connecting lines are perceived to be more related than the rest:



...as are the ones connected by lines:



TOP HEADLINES

U.S. NEWS

WORLD NEWS

POLITICS

BUSINESS

ENTERTAINMENT

HEALTH

TECH &



Spectra
visual newsreader

beta

⊗ HIDE CHANNELS

+ WORLD NEWS CHANNELS

×

TOP WORLD
NEWS

CONFLICT IN
IRAQ

TERRORISM

AFRICA

AMERICAS

ASIA-PACIFIC

EUROPE

MIDEAST & N.
AFRICA

SOUTH &
CENTRAL ASIA

You've made
me so happy. I
want to spend
the rest of my
life with you!

I wonder what
time the game
starts.



Anatomy of letters

- Users don't read, they scan.
<http://www.nngroup.com/articles/f-shaped-pattern-reading-web-content/>
- Don't make users think obvious and self-explanatory.
- Make use of effective writing
- Strive for simplicity
- Don't be afraid of the white space



Some layout design examples

frog is innovation2business

frog werk

werk (wurk) n. [German]

1. art
2. factory
3. an environment for change

Who we are

frog werk is a software company that refuses to leave well enough alone. We are a highly functional global family of innovators, including designers, digital media mavens, [technology](#) experts, brand strategists and off-the-wall optimists. We're dedicated to working hard, having fun, and changing the world for the better.



[THINK fresh!](#)

frog did, and came up with award-winning designs for Ford's environmentally friendly concept car.



What we do

Calling on our 30+ years of collaborative design success, frog werk develops innovative web-based applications that help our blue-chip business customers excel in the marketplace. By sharing our e-commerce solutions with their partners and consumers, frog werk clients can become market leaders by conceptualizing and designing products that people want and need.

How we do it

We hire incredibly smart people who love what they do, then turn them loose. Working together in a supportive, interactive environment, our digital design experts challenge each other to bring more and better [innovation2business](#).

frog design™



form follows e-motion

All disciplines meet in a totally concurrent development environment and process, ensuring that your project has the optimal frog talent and resources that you need for success.

We call this [creative convergence](#) - the distillation of many separate elements and ideas into one synergistic approach - where the whole is much greater than the sum of its parts.

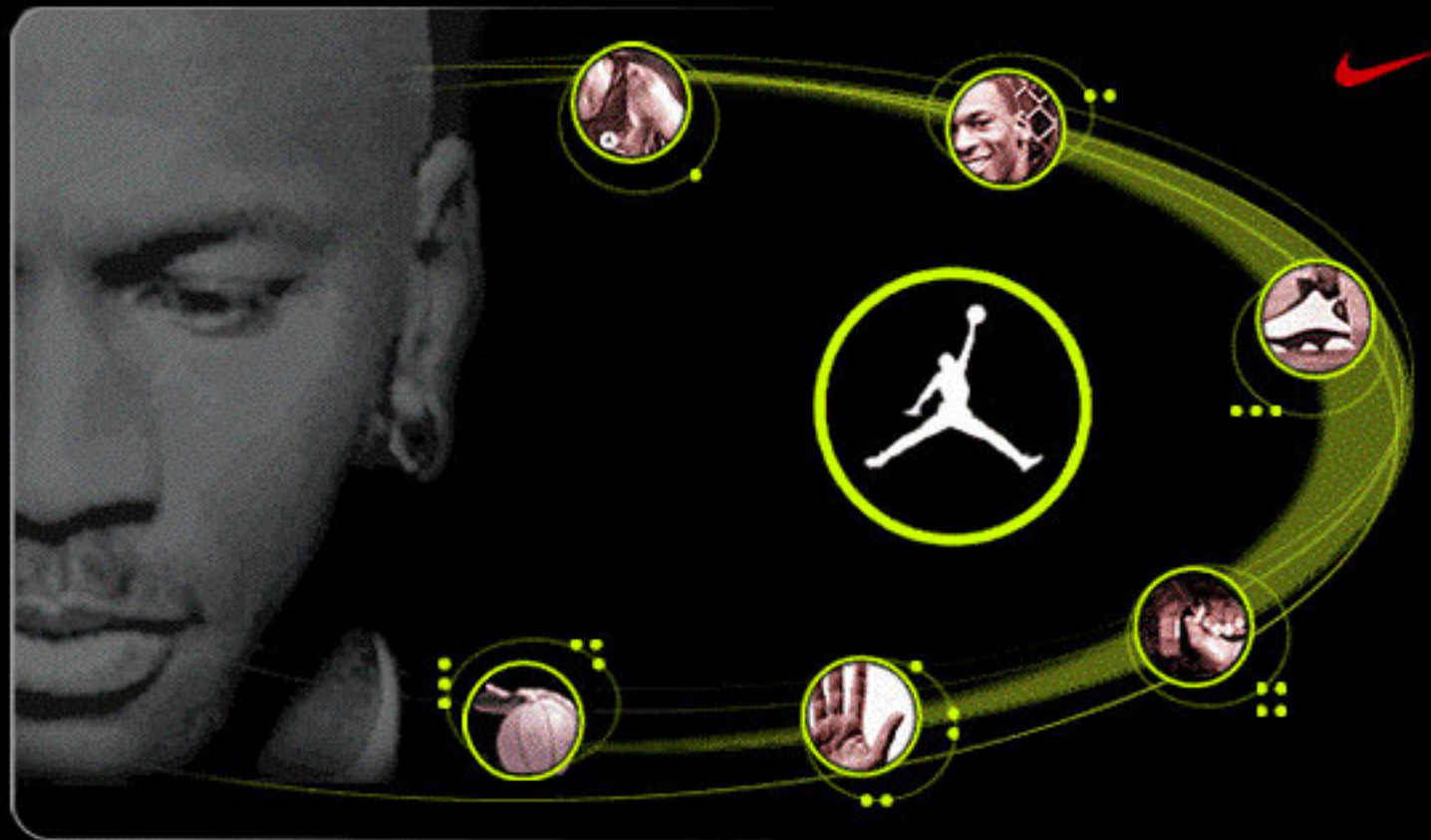
Interested in partnering with frog design? Contact us at info@frogdesign.com.

frog design operates in three distinct yet mutually reinforcing creative areas:

- ▶ **Brand**
brand strategy and development, corporate identity and graphic design
- ▶ **Digital Media**
web site and e-commerce design, broadband, UI design, technology consulting, sound design
- ▶ **Product Development**
product design, engineering, prototyping, outsourcing, OEM-liaison

macromedia shockwave plug-in required to view site
([click here to download](#))

enter site →



welcome to
Coca-Cola®

The Coca-Cola Company

The Coca-Cola Company



Coca-Cola Worldwide



Coca-Cola in the USA

Select one of the options above

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Bobbejaanland

FAMILY PARK

maak uw keuze
faites votre choix
make your choice
wählen Sie



flash
(extended version)

non-flash
(standard version)



ear¹



[Matchbox 20](#)

Get a taste of the
"Real World" on latest
CD and spring tour)))



Dodge Neon R/T
included!



[Natalie Merchant](#)

Check the new website Natalie
designed for "Ophelia"!)))



[Bad Religion](#)

Get Warped with BR this summer, and
maybe win a demo deal!)))



[Elvis Costello, Songs Of](#)

His pen is true: Costello
covers CD, with liner
notes by EC)))



[Paula Cole](#)

"This Fire" rages on for "Best New
Artist" Grammy-winner!)))



[Superdrag](#)

Cool new Superdrag stuff - a
"Head Trip In Every Key"!)))

ear¹

[all music](#)
[ambient/dance](#)
[classical](#)
[country](#)

[modern rock/alt:](#) [on tour](#) [rant](#) [new releases](#) [insiders club](#)
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home

time
jumpers

discovery
domain

amazon
arcade

incredible
ECO
adventure



Mayan Match

restart

-volume+





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4 million people will access the Web via wireless by the end of 2000 (Yankee Group)



UNPLUGGED INTERACTIVE

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Contact Us

Products and Services

News

DREAMWORKSSKG



movies

video/dvd

music

tv

company



RFU ONLINE





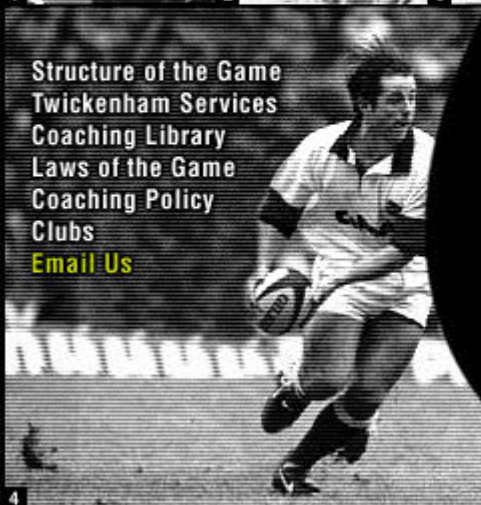
1



2



3



4

Structure of the Game
Twickenham Services
Coaching Library
Laws of the Game
Coaching Policy
Clubs
Email Us



CLUB INFORMATION

EMAIL US

If you would like to know more about any of the Twickenham facilities or how to enrol in Rugby Union, please [email us](#):

[The RFU](#) [1997/98 Season](#) [Scrumdown](#) [At Twickenham](#) **[Club Information](#)** [Youth Rugby](#)



Darwin Digital Media Services provides your company a depth and breadth of media experience and expertise unparalleled in the interactive industry. We specialize in media integration strategies that leverage a full range of interactive, traditional, and convergence media to get your message through.

We believe in a multidisciplinary approach to media. At the center of our proven methodology is a team of talented individuals with diverse skills and backgrounds, committed to developing the industry's most innovative cross-media marketing solutions.

When you're ready for a highly evolved media strategy, come explore what Darwin Digital Media Services can do for you.



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new york • san francisco • wellington

M-Commerce



stay cool

Mobile security from Ericsson. Worry-free mobile transactions.

[E-mail this page](#)

Mobile Internet

M-Commerce

[Messaging](#)[Portal](#)[Infotainment](#)[Network Operators](#)[Multimedia Gallery](#)[News](#)[Case Studies](#)[Offerings](#)

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Market Moves

⋮ Durlacher says that by 2003, the European mobile e-commerce market will be worth US\$23 billion.

⋮ More than one million bank transactions per day are enabled over Ericsson WAP systems.

⋮ Ericsson is driving m-commerce standards through the [Mobile Electronic Transactions \(MeT\)](#) initiative.

Money on the move

The Internet is transforming the way we shop and manage our finances. Mobile Internet will revolutionize it, with mobile commerce transaction capabilities that are simple and secure.

⋮ Never have the right change for the parking meter? Mobile Internet will handle it.

⋮ Forget to pay bills on time? Mobile Internet can tell us when they're due, and let us pay them instantly, wherever we are.

⋮ Trips to the grocery store take too long? Mobile Internet will guide us to the things we want, and then pay electronically at the check-out.

⋮ Always seem to trade stock at just the wrong moment? Mobile Internet offers the latest stock tips, shows us how our portfolios are performing, sends alerts and enables on-line trading — at the right moment.

With Mobile Internet, our mobiles become wireless wallets, enabling us to pay for things, securely and conveniently. No need for wads of cash, or piles of plastic — we'll use our mobiles to pay in stores or on-line.

And with anytime, anywhere access to banking and share dealing services, Mobile Internet can help us get smarter about managing our money.

Technology Focus

Ericsson Mobile e-Pay is a solution for easy-to-use, secure and flexible mobile transactions and payments.

[Mobile e-Pay](#)

Ericsson recently introduced the first digital signature for secure mobile commerce using WAP phones.

[Secure mobile commerce](#)

Technologies

[3G](#)[Bluetooth](#)[WAP](#)

Demos

[Mobile Commerce](#)[Mobile Stock Trading](#)[WAP Simulator](#)

Games

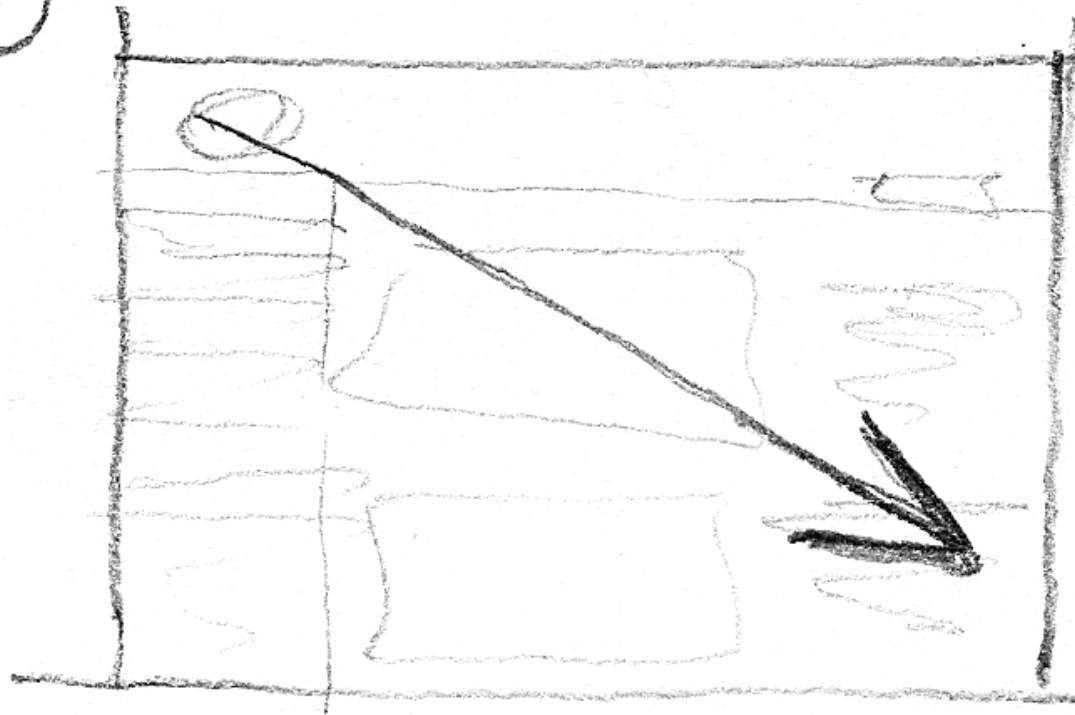
[Mobile Stock Trading](#)[Ground Zero](#)

Flow:

Carrying the viewer's eye from one place to another.

- Verbal Flow – the path taken when reading text on the page
- Visual Flow – the path taken when looking at images and graphics on the page

①



②

① to ②: DEFAULT EYE MOVEMENT

Regional Planning

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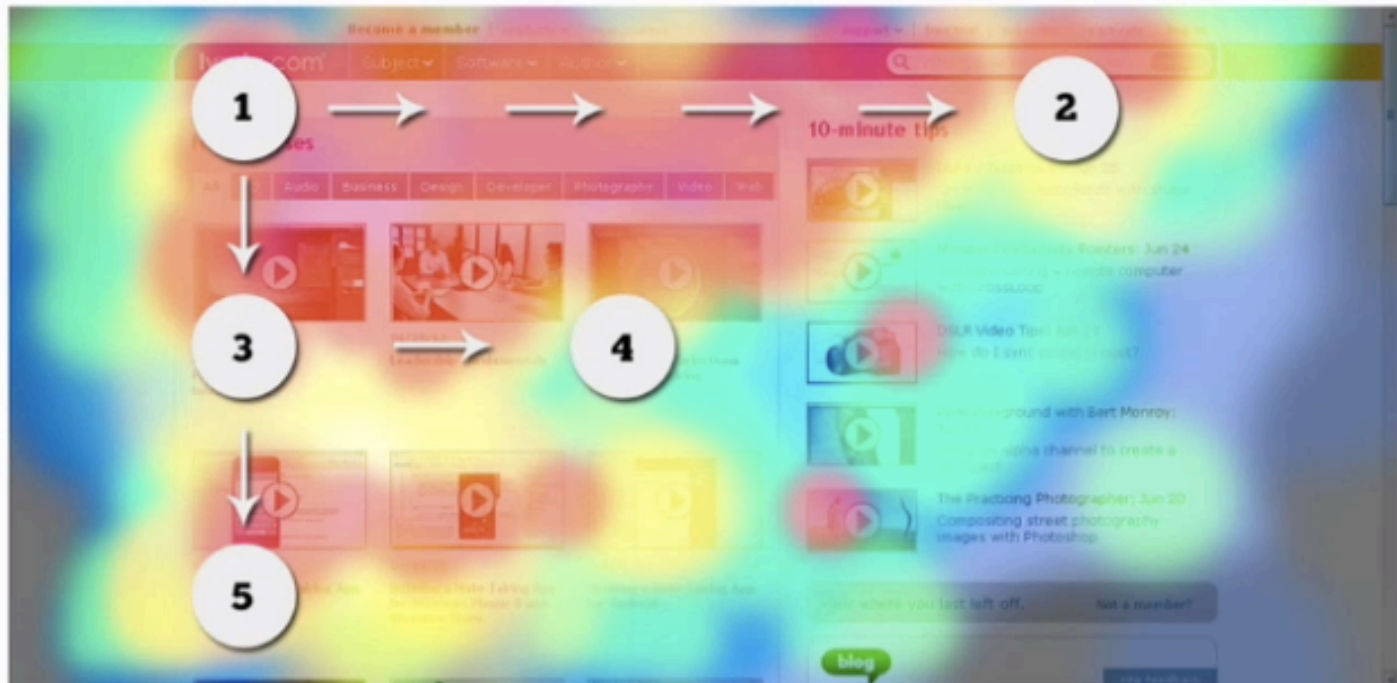
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Eye scan heat map



Improve visual flow

- Use the direction of images to control the the speed and direction of flow
- Create barriers when you want to reverse the eyes direction
- Create open paths to allow easy movement through your design
- Use contrasting colors and shapes to pull the eye

Visual flow devices

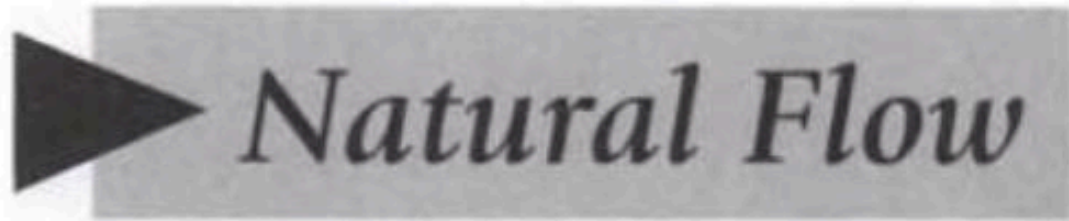
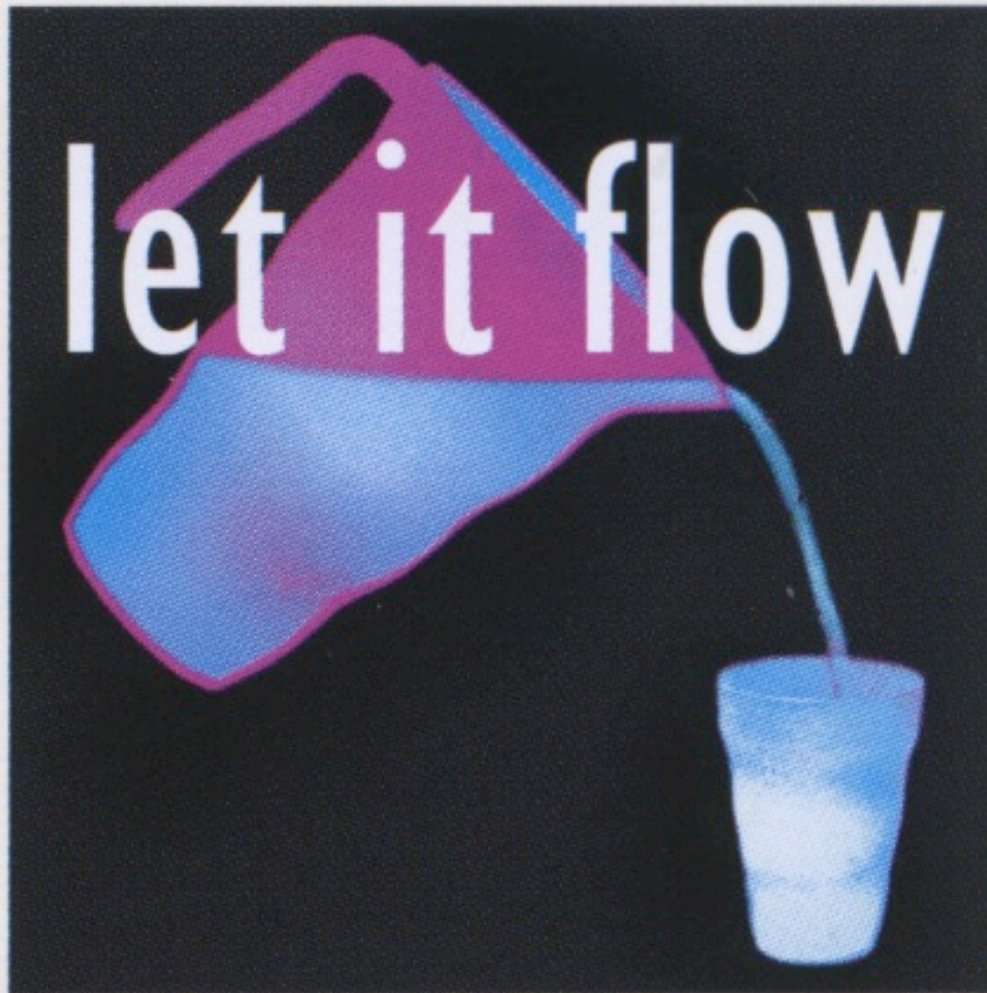


Figure 7-9 The arrow and the hand dingbats are natural **visual flow** devices that point to important points.

let it flow





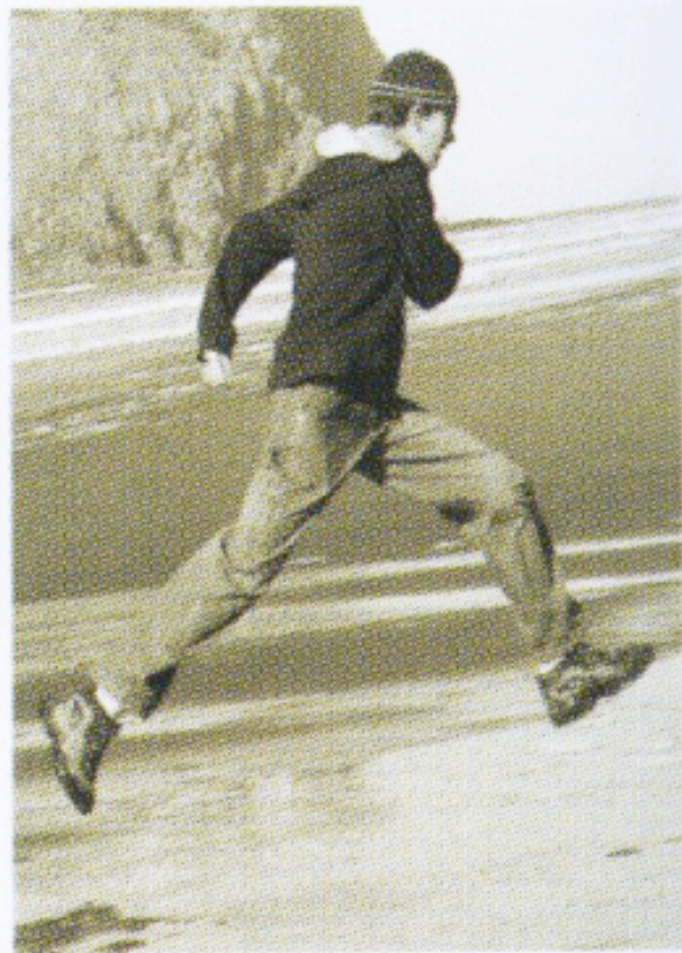
let it flow

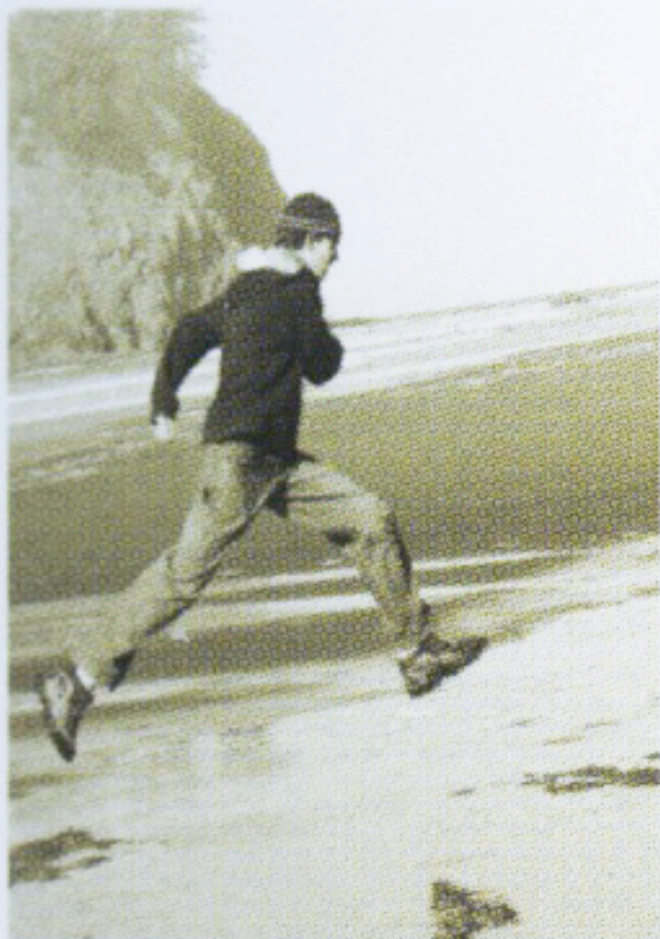




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a Day at the Seashore





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a Day at the
Seashore



Handcrafted
Contemporary
Furniture

TURNER & HOLMES



Handcrafted
Contemporary
Furniture

TURNER & HOLMES



Handcrafted
Contemporary
Furniture

TURNER & HOLMES







TOP NEWS STORY

Libya 'to halt military action'

Libya's government declares an immediate ceasefire after a UN Security Council resolution backs military action to protect civilians in the country.

» [More from BBC News](#)

▼ **News**

Edit ×



Japan raises nuclear alert level

45 minutes ago

- 'Dozens killed' in Yemen shooting
- Pakistan fury over drone deaths
- Crucifixes in classrooms 'legal'
- Ivory Coast shelling 'war crime'
- Haiti's Aristide back after exile
- Air France charged in crash probe
- William attends NZ quake memorial

UK

+ -

• PM to 'judge Gaddafi by actions'

▼ **Sport**

Edit ×



Chelsea get Man Utd in last eight

about 5 hours ago

- Long Run clinches Gold Cup glory
- Ireland bow out with stylish win
- Mancini ready to drop Balotelli
- Ramsey and Bale earn Wales calls
- Abidal undergoes liver operation
- Lack of flair cost us - Dalglish
- Bin Hammam to challenge Blatter

▼ **Business**

Edit ×

▼ **Spotlight** ×

TECHNOLOGY OF BUSINESS



Cloud computing checklist

Is your business ready for the biggest IT revolution yet?

- [Filesharing with Cory Doctorow](#)
- [Talking cars could hit the road](#)
- [More Technology of Business](#)

▼ **World Service**

Edit ×

NEWS IN 32 LANGUAGES

العربية

فارسی

اردو

中文

हिन्दी

Somali

Русский

Brasil

Mundo

[More languages](#)▼ **TV Channels** ×

Successful Website

Effortless

Site types

- Brochure sites
- E-Commerce sites
- Entertainment sites
- News sites
- Blogs
- Educational sites
- etc

Brochure sites

Static content geared at selling their services
Usually easy to maintain, long potential life.

- <http://doublediamondmoving.com/>
- <http://fullmoonbbq.com/>
- <http://alexanderhomesteadweddings.com/>

E commerce sites

Combined with sale process, usually not cheap to build.

- <http://nikeid.nike.com/>
- <http://www.miniusa.com/>
- <http://doopsuikerpoppies.be/>
- <http://us.moo.com/>
- <http://www.getconcentrating.com/>

Entertainment sites

Very creative, most sites are pushing the envelope.
Some are fully built in FLASH.
Unique experience.

- <http://bjork.com/>
- <http://ryanedgarmusic.com/>
- <http://www.getconcentrating.com/>
- <http://www.bloedoranjegallery.nl/>

News sites

Must updated very frequently, have a strong CMS (content management system) in place to handle the flow of the content.

- <http://www.cnn.com/>
- <http://www.bbc.com/>
- <http://www.npr.org/>

BLOGs

Tools: wordpress, posterous...

Need constant attention. Owner must research new content, write articles, interact with audience and promote the blog.

- <http://www.webdesignerdepot.com/>
- <http://ma.tt/>
- <http://inspiredology.com/>
- <http://freelanceswitch.com/>

Logical Organization Models

Linear

Hierarchy

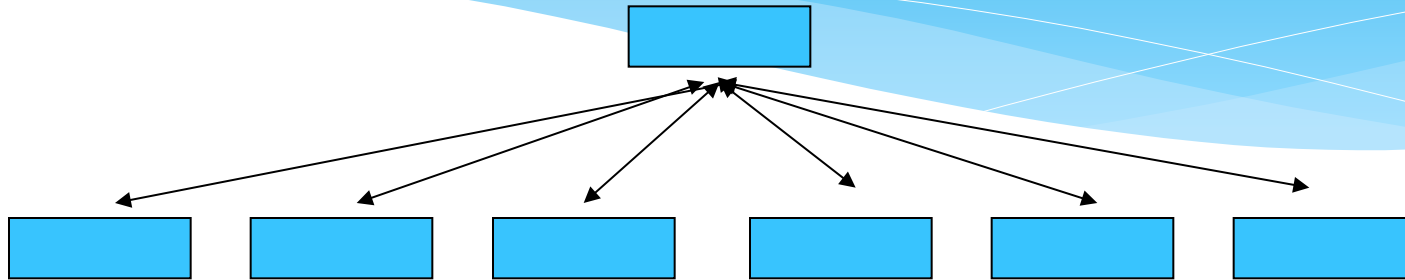
Full Mesh

Linear



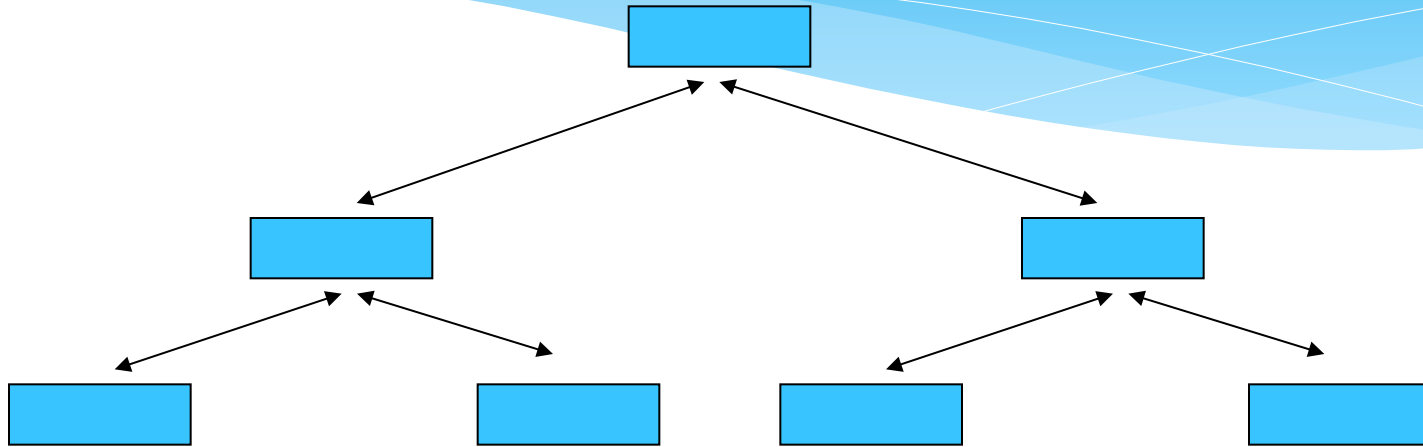
- Pros
 - Corresponds to traditional print media
 - Step-by-step
 - Good for presentations, tutorials, or online sales pitch
- Cons
 - User may find restrictive
- Suggestions
 - Let users know how far they are in a linear structure
 - E.g. [page 4 of 10]
 - Side Trips
 - Can be used in conjunction with other organizational models

Hierarchy Wide Trees



- Most Common
- Can be modified to hide or expose as much information as necessary
- As the user clicks deeper into the site, the choices get more specific

Hierarchy



Full Mesh

- Every page links to every page
 - # of links = # of page x (# of pages - 1)
 - E.g.
 - 5 page site has 20 links
 - 10 page site has 90 links
- Usually a complex navigation bar is needed

Types of Pages

- **Main page** - This tells your visitor what you offer and details what they can find on your site
- **Product/Services** - This lists each distinct product or service on its own page. These pages get most of your web site traffic
- **About us** - On a smaller site, this can replace a number of other pages such as quality and history
- **Location** - This displays your address, map, and driving directions (google map)

Types of Pages

- **Contacts** - This displays your fax, e-mail, and phone numbers. You can also include a mini-directory for all departments or contact points
- **Mission or Purpose** - This outlines your organization's values. Again this page builds your credible and stable reputation
- **Testimonials** - Although dedicated testimonial pages are often ignored, strategic placement throughout the site will reinforce your credibility and trustworthiness
- **Prices/Rates** - This is another strong selling page and another opportunity to showcase your products or services

Types of Pages

- **Recently completed projects** - This enables you to dynamically communicate with your viewers. Give details, pictures, and background information
- **FAQs** - A good Frequently Asked Questions page can be a valuable way to answer questions that might otherwise be an obstacle to a sale. It can also include information, phrased in the form of a question, that didn't fit in other categories
- **News and press releases** - This is another opportunity to dynamically communicate with your visitors. This may contain links to individual news or press release pages

Common Design Mistakes

- Poor load time
- Poor overall appearance
- Spelling/grammar mistakes
- No contact information
- Poor content
- Poor navigation
- Broken links and graphics

New creative sites

- AIGA Portland: <http://aigaportland.org/>
- Lowdi: <http://lowdi.com/>
- The Mealings: <http://www.themealings.com.au/>
- Queen of Spades: <http://www.thequeenofspades.com/>
- Dangers of Fracking: <http://dangersoffracking.com/>
- Kinvara 3: <http://community.saucony.com/kinvara3/>
- Andy Patrick: <http://andypatrickdesign.com/>
- Ivan McClellan <http://ivanmcclellan.com/>
- Rule of three: <http://rule-of-three.co.uk/>

Homework

Brainstorm ideas for your website!

Organize the content into clear and intuitive categories.

What's the navigational structure – roadmap?

Website proposal:

Please submit it in word, txt or pdf format.

Naming convention: firstname_lastname_siteProp.doc/pdf/
txt...

Cover the following in your proposal. Be precise, and don't make me think!

Dream Domain name:

Note: give 3 options.

Website proposal:

Description of the site.

(Keep those questions in mind:)

Why would people want to come to your website?

What info can they get from your website?

How you are going to make it appealing and audience will stay surfing your site or recommend to others?

Why would other websites link to your website?

Site types: (Brochure sites, E-Commerce sites, Entertainment sites, News sites, Blogs, Community sites, Educational sites)

Website proposal:

Target audience: (age range, gender, countries, ethnics)

Main Navigation tabs.

<http://www.copyblogger.com/create-content-ideas/>

Paper Mockup & Digital Mockup

